

ANALYSIS OF THE SLANG WORD 'KUY' IN EVERYDAY LANGUAGE CONTEXT

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Abstract: This study analyzes the use of the slang word "kuy" in the daily language of Indonesian society, particularly among teenagers and young adults. Using a qualitative approach and descriptive-analytical method, data were collected through questionnaires from 107 respondents, in-depth interviews, social media observation, and digital documentation. The findings show that "kuy" originates from the phonological reversal of the word "yuk" in prokem language, which emerged in the 1980s and gained popularity on social media around 2014. Semantically, 89.7% of respondents understand "kuy" as an invitation, but pragmatically, it also serves as a symbol of social closeness and group identity, with 57.9% considering it important to express familiarity among peers. The word is most commonly used to invite someone to do something (52.8%) and appears more frequently in social media communication than in face-to-face interaction. Its usage is moderate, with 85% of respondents using it occasionally, reflecting the younger generation's ability to code-switch according to the communication context. This study concludes that "kuy" is not only a linguistic expression but also a cultural artifact that reflects the creativity and social dynamics of Indonesia's urban digital generation.

Keywords: *slang, kuy, sociolinguistics, prokem language, social media, adolescent identity, language variation, digital communication, Gen Z, Indonesian slang.*

Abstrak: Studi ini menganalisis penggunaan kata slang "kuy" dalam bahasa sehari-hari masyarakat Indonesia, khususnya di kalangan remaja dan dewasa muda. Dengan menggunakan pendekatan kualitatif dan metode deskriptif-analitis, data dikumpulkan melalui kuesioner dari 107 responden, wawancara mendalam, observasi media sosial, dan dokumentasi digital. Temuan menunjukkan bahwa "kuy" berasal dari pembalikan fonologis kata "yuk" dalam bahasa prokem, yang muncul pada 1980-an dan mendapatkan popularitas di media sosial sekitar tahun 2014. Secara semantik, 89,7% responden memahami "kuy" sebagai undangan, tetapi secara pragmatis, itu juga berfungsi sebagai simbol kedekatan sosial dan identitas kelompok, dengan 57,9% menganggapnya penting untuk mengekspresikan keakraban di antara teman sebaya. Kata itu paling umum digunakan untuk mengundang seseorang untuk melakukan sesuatu (52,8%) dan muncul lebih sering dalam komunikasi media sosial daripada dalam interaksi tatap muka. Penggunaannya tergolong moderat, dengan 85% responden menggunakan sesekali, mencerminkan kemampuan muda untuk beralih kode sesuai konteks komunikasi. Studi ini menyimpulkan bahwa "kuy" bukan hanya sebuah ekspresi linguistik, tetapi juga artefak budaya yang mencerminkan kreativitas dan dinamika sosial generasi digital urban Indonesia.

Kata kunci: bahasa gaul, kuy, sosiolinguistik, bahasa prokem, media sosial, identitas remaja, variasi bahasa, komunikasi digital, Gen Z, bahasa gaul Indonesia.

INTRODUCTION

The development of slang among Indonesian youth has become a linguistic

phenomenon that attracts the attention of various groups, including language researchers. One of the most popular slang words today is 'kuy,' which is often

used in various communication situations, both oral and written, on social media. This word originally came from the informal speech level but increasingly shows a shift and expansion of meaning according to the context of its use.

This research has high urgency considering the rapid development of slang in the digital era. Data shows that more than 85% of Indonesian youth use slang in their daily communication, both in face-to-face interactions and on digital platforms. (Saummi D. W., 2025) This phenomenon is inseparable from the influence of social media, which is so intensely used by Generation Z and millennials as the main medium of expression and communication.

Slang has a significant impact on the development of the Indonesian language among teenagers. Research (Fadilla, 2023) shows that 98% of respondents recognize slang terms and 96% of respondents absorb slang faster than Indonesian. This shows the extraordinary speed of slang vocabulary adoption among young people.

The word 'kuy' as the object of this research has its own uniqueness in the development of Indonesian slang. According to Wulandari (2021), there are 101 acronyms and abbreviations in the slang vocabulary of millennial teenagers on social media, with the word 'kuy' being one of the most popular. This word does not only function as an invitation word like its original meaning of 'yuk,' but has experienced a complex expansion of meaning in various communication contexts.

The use of the word 'kuy' cannot be separated from the wider social context. Teenagers use slang to facilitate communication and make relationships more intimate. 'kuy' not only functions as a communication tool but also as a marker of group identity among young people.

Social media such as TikTok, Instagram, and WhatsApp are where new slang words develop, including various

variants of the word 'kuy' with diverse meanings. These digital platforms allow the spread of slang to happen very quickly. The word 'kuy,' which was originally the opposite of the word 'yuk,' has undergone a significant change in meaning. In different contexts, it can express invitation, approval, support, and even certain emotions depending on the communication situation.

This diversity of functions reflects the language creativity of the younger generation in creating their own communication identity.

This study aims to analyze the use of the word 'kuy' in various communication contexts, including its distribution pattern, meaning, and the social factors that influence it. The research methodology uses data analysis from social media, questionnaires, and in-depth interviews.

This research focuses on the use of the word 'kuy' in the communication of young people aged 18-25 in urban areas during 2024-2025. This age was chosen because Generation Z is most active in using social media and creating slang trends. The focus on urban areas was chosen due to the more intensive use of digital technology.

This research is expected to provide an understanding of the development of modern slang and its impact on the Indonesian language. The results can be taken into consideration for linguists, educators, and stakeholders in understanding the linguistic phenomena that continue to develop in the digital era.

Definition of Sociolinguistics

Sociolinguistics is a branch of linguistics that studies the relationship between language and society. According to (Panjaitan, 2024) sociolinguistics tries to explain the correlation between the realization of language structures or elements and the sociocultural factors of speech. In the context of this research, sociolinguistics is the foundation for understanding how the word "kuy" develops and is used in Indonesian youth society.

Sociolinguistics helps explain why language changes and develops according to the needs of its user community. (Wijana, 2021) Language change does not occur by chance but is influenced by various social factors such as age, education, social status, and social environment.

Language Variation

Language variation is the differences that exist in a language used by certain groups of people in different situations and contexts. Heterogeneous communities with different educational backgrounds, ages, ethnicities, and occupations produce varied forms of language. Language variation can be divided into several types, namely:

1. Variation Based on Speakers (Social Dialect) This variation occurs due to differences in the social background of speakers, such as education level, economic status, and age group. The younger generation has a tendency to use a different language from the older generation as a form of their group identity.
2. Variation Based on Situation (Register) Register is a variation of language used in certain situations. The language used in formal situations is different from the language used in informal situations. The word "kuy" is an example of an informal register used in everyday speech.
3. Variation Based on Time Language develops along with the times. New words appear, while old words disappear or change meaning. The development of technology and social media accelerates this process of language change.

Slang

Slang is a variety of language used by certain groups, usually teenagers or young people, as a marker of group identity and solidarity. Slang has some specific characteristics that distinguish it from standard language.

(munir, 2021) explains that the use of slang in Generation Z is influenced by several factors, namely internal factors such as the desire to appear different and external factors such as the influence of social media and social environment.

Social Media and Language Development

Social media plays an important role in the development and spread of slang. Platforms such as TikTok, Instagram, Twitter and WhatsApp are where new slang words are born and spread quickly throughout Indonesia.

(Septian, 2025) explains that social media provides a space for teenagers to experiment with language and create their digital identity. Popular slang words on social media often become part of teenagers' everyday communication. The characteristics of social media that support the development of slang include:

1. Fast and short communication
2. Intensive user interaction
3. Ease of content sharing
4. No geographical restrictions

Research on Slang in Indonesia

Several studies on slang have been conducted in Indonesia with different focuses. These studies provide an overview of the development of slang and its impact on Indonesians.

Penelitian (Fadilla A. S., 2023) Research on the influence of slang on the use of Indonesian by university students shows alarming results. Of the 50 respondents studied, 98% of respondents recognized slang terms, and 96% of respondents absorbed slang faster than Indonesian. These results show that slang has a strong appeal to young people.

Penelitian (Wulandari, Wulandari, R., Fawaid, F. N., Hieu, H. N., & Iswatiningssih, D., 2021) A study on millennial teenagers' use of slang on social media found 101 acronyms and abbreviations in the slang vocabulary. This research shows the creativity of

teenagers in creating new words through the process of shortening, acronymization, and word reversal. The word "kuy" is one of the most popular words in this research finding.

Research on Social Media and Language

Research on the role of social media in shaping adolescent language styles shows that digital platforms have a significant influence on language development. Social media is not only a place for the spread of slang but also a place for the creation and experimentation of new languages.

Research on the use of slang language variations on the TikTok platform for Generation Z shows that TikTok has become one of the most influential platforms in the spread of slang language. (Novita, 2025). The platform allows for rapid dissemination of language content through its easy-to-replicate short video feature.

Factors Affecting the Use of Slang

Based on the literature review, there are several factors that influence the use of slang among teenagers:

Internal factor:

1. The desire to show group identity
2. The need to be different and unique
3. Solidarity with peers
4. Expression of creativity in language

Factor External:

1. The influence of social media and the internet
2. Influence of popular culture and entertainment
3. Social environment and peers
4. Globalization and contact with foreign languages

Impact of Slang on Indonesian Language

Studies have shown that slang has a significant impact on the Indonesian language. This impact can be both positive and negative.

Positive Impact:

1. Enrich Indonesian vocabulary
2. Demonstrates creativity and language dynamics
3. Facilitate communication between teenagers
4. Creates closeness and familiarity

Negative Impact:

1. Displacing the use of standard Indonesian
2. Reduces formal language skills
3. Leads to communication misunderstandings
4. Weakens formal writing skills

Conceptual Framework

Based on the theoretical basis and literature review that have been presented, this study uses a conceptual framework that combines theories of sociolinguistics, language variation, and the influence of social media. The word "kuy" as the object of research is seen as part of the slang variation that develops among Indonesian youth.

The conceptual framework of this study includes

1. Sociolinguistic analysis of the use of the word "kuy"
2. Identification of variations in the meaning and function of the word "kuy" in various contexts
3. The influence of social media on the development and spread of the word "kuy"
4. Social factors that influence the use of the word "kuy"
5. The impact of using the word "kuy" on young people's communication

This research is expected to contribute to the understanding of the development of modern slang and provide an overview of the dynamics of Indonesian language in the digital era

METHOD

Research Design

This research uses a qualitative approach with an analytical descriptive method. The qualitative research design

was chosen because it is in accordance with the characteristics of the slang phenomenon, which is dynamic and contextual. The analytical descriptive method allows researchers to describe in detail the use of the word "Kuy" in various contexts of daily communication, then analyze the patterns of its use based on sociolinguistic theory.

The qualitative approach in this research is in line with the view (Anggito, 2018) that states that qualitative research aims to understand the phenomenon of what is experienced by the research subject holistically and by means of descriptions in the form of words and language. This design allows researchers to explore the meaning, function, and social context of the use of the slang word "kuy" without being bound to rigid variables.

Research Data

The research data consists of primary data and secondary data. Primary data is in the form of spoken and written utterances containing the word "Kuy" obtained directly from Indonesian speakers, especially teenagers and young adults. Primary data includes informal conversations, social media communication, and interactions in various daily communication situations.

Secondary data is documentation of the use of the word "Kuy" from various written sources, such as social media, online articles, discussion forums, and literature that discusses Indonesian slang. This secondary data serves as a support and complement to the primary data to provide a more comprehensive picture of the phenomenon of the use of the word "Kuy."

The criteria for the data collected are utterances that explicitly use the word "Kuy" in various forms and contexts, have a clear situational context, and reflect authentic usage in natural communication. The data were categorized based on the medium of communication (oral/written), situational

context (formal/informal), and speaker characteristics.

Research Data Sources

The research data sources consist of informants and documents. The informants are Indonesian speakers who actively use the word "Kuy" in daily communication, are 15-35 years old, have good Indonesian language skills, and often interact in an environment that uses slang. The selection of this age range is based on the fact that teenagers and young adults are the main users of slang in daily communication.

Documents as data sources include social media posts (Instagram, Twitter, TikTok, Facebook), WhatsApp messages, comments on digital platforms, blog articles, and online discussion forums that contain the use of the word "Kuy." The selection of social media as a data source is based on its characteristics as an informal communication space that allows natural expression of slang.

Data sources were purposively selected by considering relevance, authenticity, and diversity of context of use. The researcher also considered the ethical aspects of the research by seeking informants' consent and maintaining identity confidentiality in data processing.

Data Collection Technique

Data collection techniques in this research include participant observation, in-depth interviews, documentation, and online questionnaires through Google Form. This approach was chosen to obtain data holistically and strengthen the validity of the results through method triangulation. (Judijanto, 2024)

In-depth Interview

Semi-structured interviews were conducted with informants who are active users of the word "Kuy". This method was used to explore the meaning, perception, and motivation of using the word from the informant's perspective. (Habsy, 2017)

Questionnaire via Google Form

To reach more respondents efficiently, we also used an online questionnaire through Google Form. This instrument contains closed and open-ended questions regarding the frequency, meaning, and context of the use of the word "Kuy".(Sarosa, 2021)

Data Analysis Technique

Data analysis was conducted using qualitative content analysis techniques that included three main stages: data reduction, data presentation, and conclusion drawing. Data reduction was carried out by sorting, classifying, and focusing data relevant to the research objectives. The collected data were classified based on the context of use, pragmatic functions, and variations of the word form "Kuy."

Data presentation was done in the form of narrative descriptions accompanied by examples of authentic usage. The data is presented systematically to provide a clear picture of the usage pattern of the word "Kuy" in various contexts. The analysis was conducted using the theoretical framework of sociolinguistics, particularly the theory of language variation and pragmatics.

Conclusions were drawn based on consistent findings from the data analysis. The conclusions include the linguistic characteristics of the word "Kuy," its pragmatic function in daily communication, and its implications for the development of contemporary Indonesian. Validity of the analysis was maintained through triangulation of data from various sources and data collection methods.

Research Objectives

This research aims to comprehensively analyze the use of the slang word "Kuy" in the context of Indonesian people's daily language. The specific objectives of the study include, first, identifying variations in the form

and meaning of the word "Kuy" in various communication contexts; second, analyzing the pragmatic function of the word "Kuy" in daily social interactions; third, describing the distribution pattern of the use of the word "Kuy" based on social and situational factors; and fourth, evaluating the implications of the use of the word "Kuy" for the dynamics of contemporary Indonesian language.

The purpose of this research is based on the urgency of understanding the phenomenon of slang as part of the dynamic development of the Indonesian language. As stated in previous research, slang is an important linguistic phenomenon to study because it reflects the creativity and adaptability of language speakers in responding to evolving social communication needs.

The results of the study are expected to make a theoretical contribution to the development of Indonesian sociolinguistic studies, especially in understanding the dynamics of slang. Practically, this research is expected to offer lessons to educators, curriculum developers, and language observers about the phenomenon of slang use in the context of education and social communication. In addition, this research is also expected to be a reference for future studies that examine similar phenomena in contemporary Indonesian language development.

FINDINGS AND DISCUSSION**Origin of the Word "Kuy"**

Language is a social product that continues to evolve along with changes in culture, technology, and people's communication needs. Language variation not only reflects linguistic structure but also reflects the social and cultural identity of its users (Holmes & Janet, 2013). One form of language variation that has emerged in Indonesia is prokem language, which is a variety of non-standard language that has developed among urban communities,

especially Jakarta teenagers, since the 1980s. This language is characterized by phonological reversal or distortion of words; for example, "gue" becomes "ega," or "yuk" becomes "kuy" (Chaer & Agustina, 2010). Prokem language was originally used as a secret code but later transformed into a form of identity expression and social solidarity in certain communities (Katili et al., 2024).

Specifically, the word "kuy" represents how language innovation is used by the younger generation to adapt language styles to the development of technology and social media. Since around 2014, the term "kuy" has been popular on social media such as Twitter and Instagram as a more casual, familiar, and informal form of invitation. According to Hijrah et al. (2024), slang on social media reflects the expression of individuality and creativity of users, while Dewi (2025) adds that its use in digital platforms shows the construction of social identity and digital culture of the younger generation. This language reflects the closeness between members of the online community and forms a sense of togetherness in the virtual communication space. Thus, "kuy" is not only a linguistic product but also a cultural artifact that reflects the social evolution of urban Indonesian society.

Situation of using the word "kuy"

The word "kuy" is most often used to invite someone to do something, according to 52.8% of 107 respondents. Meanwhile, 31.1% of respondents used this word in casual conversations with friends, followed by 7.5% of respondents who said "kuy" was used for style of speech or joking, and another 8.6% (from the chart) used it in chats or comments on social media. To clarify the distribution of the data, the following diagram presents the context of the use of the word "kuy" based on the questionnaire respondents.

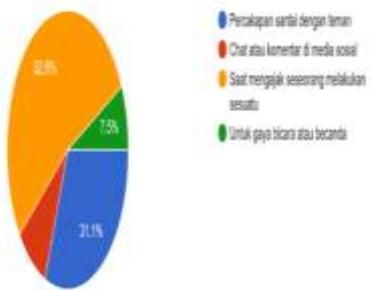
The findings show that "kuy" is still functionally rooted in its basic meaning as a form of

invitation, which is derived from the word "yuk," which undergoes reversal in prokem. However, the results also show an expansion of the meaning and function of "kuy" in modern communication. Respondents use it not only as a literal invitation but also in broader social contexts such as building a relaxed atmosphere, informal speech style, and as a symbol of familiarity.

According to Chaer & Agustina (2010) and Holmes & Janet (2013), age and social environment are important factors in language variation; adolescent groups

3. "Dalam konteks apa kamu biasanya menggunakan kata "kuy"?

106 responses



are more likely to develop and use forms of slang as a symbol of group identity and solidarity. This is also supported by Afifah & Kuntari (2025): the use of slang on platforms such as TikTok and Instagram is part of the Gen Z social identity formation process. Language becomes a medium to express group membership and the contemporary values they embrace.

This result is also consistent with research by Hijrah et al. (2024) in *Narasi: Journal of Language and Literature Studies*, which found that slang among Gen Z is used not only to convey messages, but also as a strategy to build "emotional closeness" and show membership in digital communities. Therefore, in the context of Indonesian youth communication, "kuy" functions as a social tool to create an informal atmosphere, establish identity, and strengthen relationships.

Intensity of Use of the Word "kuy"

The questionnaire results from 107 respondents showed that most, 85%, reported using the word "kuy" sometimes, while 10.3% claimed to never use it, and only 4.7% used it very often. This data shows that although the word "kuy" is not an utterance form that is used consistently every day, it is still present as part of the informal language repertoire among teenagers. This moderate usage can be understood as a form of situational linguistic code, which is a form of language that is used only in certain social contexts, especially in relaxed, casual, and informal interactions.

A visualization of these results can be seen in the following diagram:

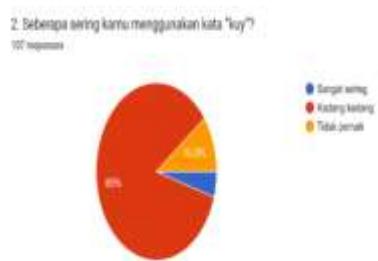


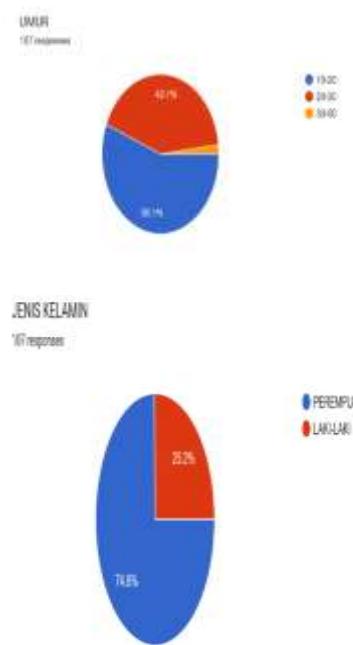
Figure 2 Frequency of Use of the Word "Kuy"

Based on the theory of language variation according to Chaer & Agustina (2010) and Holmes & Janet (2013), women tend to be more expressive in oral communication and more adaptive to new forms of language, such as slang. Meanwhile, adolescence is a phase where individuals actively form social identities through language. They use nonstandard forms of language, including slang such as "kuy," to assert group membership and differentiate themselves from other groups, such as adults or formal institutions. Research by Agustin & Panuju (2024) corroborates this, saying that adolescents' use of slang reflects the need to bridge social interactions and strengthen emotional relationships among peers.

Slang such as "kuy" is used not for linguistic reasons alone, but for its symbolic and social value. In addition, Bardi et al. (2024) state that innovative slang words, such as the result of phonological reversal (e.g., "yuk" becomes "kuy"), are a manifestation of adolescents' linguistic creativity in structuring their social identity in the midst of increasingly fluid, digital, and flexible communication demands.

The "sometimes" frequency of use also reflects that teenagers have the ability to perform code-switching, i.e., switching between formal language and slang depending on the communication context. This reflects the pragmatic diglossia phenomenon of teenagers using the word "kuy" when needed to create a relaxed atmosphere but still being able to adjust to more formal language norms when needed.

Thus, although not used intensively all the time, "kuy" still plays an important role as a symbol of social cohesion, teenagers' communication style, and a representation of the dynamically developing popular language culture among Indonesian youth.



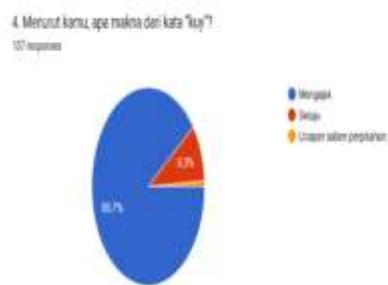
People who often say the word "Kuy"

To find out the context or medium of using the word "kuy" in everyday life, respondents were asked to answer questions related to where they most often use the word, whether through social media (medios) or in person (manual/spoken).

The results are shown in the following diagram:

Based on the questionnaire results, most respondents stated that they use the word "kuy" more often through social media, such as Instagram, WhatsApp, or

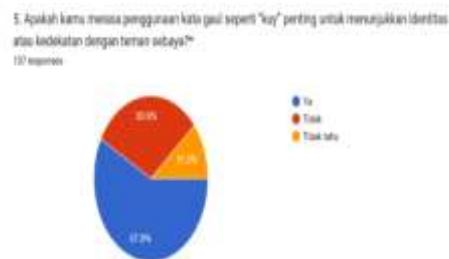
Figure 3 Number of people who often say the word "Kuy"



Twitter. The rest mentioned its use directly in face-to-face conversations with peers. This shows that social media is the main space for informal linguistic expression among teenagers. This condition is relevant to the demographic findings of the respondents, where 74.8% are female, 72% are at the SMA/SMK education level, and 56.1% are between 10 and 20 years old, which is sociologically an active user group of social media.

This phenomenon is in line with digital sociolinguistic theory, where adolescents tend to use online media as a dominant means of forming and disseminating new forms of language (Holmes & Janet, 2013). Iswatiningssih et al. (2021) found in their research on slang in social media that expressions like "kuy" are part of dynamic and contextualized linguistic practices, which are used to create social proximity, an informal style, and a relaxed impression

in digital communication. In direct communication, the use of this word is more restricted, contingent on the intimacy of the relationship and the tone of the conversation.



Thus, this data reinforces the notion that adolescents not only create language innovations such as "kuy" but also utilize them strategically according to the communication media that they consider most expressive and socially safe. Social media provides a space to use slang without the barriers of formality, making it a key arena for the spread and preservation of informal vocabulary such as "kuy."

Meaning of the word "Kuy"

To understand the perceived meaning of the word "kuy" among teenagers, respondents were asked to answer two questions: (1) what they think the word "kuy" means, and (2) whether the word is important in showing identity or closeness with peers. The results of these two questions are visualized in the following diagram:

Figure 4 Respondents' perception of the meaning of the word "Kuy"

Based on Figure 4, 89.7% of respondents understood that the word "kuy" means to invite, while 9.3% considered it as a sign of agreement, and only 0.9% interpreted it as a farewell. These results show that semantically, the word "kuy" is still attached to its basic meaning as a form of invitation, which is the result of the phonological reversal of the word "yuk," which is an invitation in informal Indonesian. This finding supports the understanding that slang undergoes a process of form innovation

but still maintains the main meaning in the context of its use (Chaer & Agustina, 2010)

Figure 5 The Importance of Using the Word "Kuy" in Showing Social Identity

Meanwhile, Figure 5 shows that 57.9% of respondents felt that the use of the word "kuy" was important to show identity or social closeness with friends, while 30.8% said no, and 11.2% said they did not know. This finding shows that although the word "kuy" is generally understood as an invitation, most respondents also interpret it pragmatically, namely as a symbolic tool to form or strengthen social ties and group identity. This is consistent with the view of Holmes & Janet (2013) that language is not just a means of communication but also functions as a social symbol and speaker identity.

Furthermore, research conducted by Iswatiningsih et al. (2021) explains that slang used in social media and teenage conversations has a high expressive function and is used to show familiarity, group membership, and collective identity. The word "kuy," in this context, not only conveys a literal message of invitation but also carries implicit meanings such as solidarity, togetherness, and similarity of communication styles within the digital community of young people.

Thus, the two diagrams show that the meaning of the word "kuy" has two important dimensions: (1) denotative meaning as a form of invitation and (2) connotative/pragmatic meaning as a symbol of closeness and youth identity. These meanings are dynamic and contextual, depending on the situation of use and the social relations between

CONCLUSION

This research reveals that the word "kuy" is a linguistic phenomenon that is much more complex than just slang. Starting from the reversal of the sound of

the word "yuk" in prokem language that developed since the 1980s, the word "kuy" then experienced a significant evolution in meaning when it became popular on social media around 2014.

The results showed that the majority of respondents (89.7%) understood "kuy" as a word of invitation, in accordance with the original meaning of "yuk". But interestingly, more than half of the respondents (57.9%) also consider the use of this word important to show identity and closeness with peers. This indicates that "kuy" has experienced an expansion of meaning from just a communication tool to a social symbol that has expressive value and group identity.

In the context of its use, the word "kuy" is most dominantly used to invite people to do something (52.8%), followed by its use in casual conversation with friends (31.1%). The rest are used for style or joking (7.5%) and in social media interactions (8.6%). The findings show that besides maintaining its basic function as an invitation word, "kuy" has also developed into an important element in building a relaxed and familiar atmosphere in adolescent communication.

Equally interesting is the pattern of usage intensity. As many as 85% of respondents use the word "kuy" occasionally, not as a routine part of daily communication. This reflects the code-switching ability of the younger generation who can adjust the language register according to the context of communication. They use "kuy" when they want to create an informal and familiar atmosphere, but can still switch to more formal language when the situation requires it.

Social media proves to be the dominant space for the use of "kuy" compared to direct communication. This phenomenon is in line with the characteristics of the digital generation who are more expressive in communicating online. Social media platforms give teenagers the freedom to

experiment with language without the constraints of formality, thus becoming the main arena for the development and spread of informal vocabulary such as “kuy”.

Sociologically, this research proves that “kuy” is not only a linguistic product, but also a cultural artifact that reflects the social evolution of Indonesian urban society. This word represents the language creativity of the digital generation in shaping their communication identity. More than that, “kuy” serves as a tool to build social closeness, show group solidarity, and create emotional bridges in interactions, both in person and digitally.

Its impact on the dynamics of the Indonesian language cannot be ignored. The use of “kuy” shows that language continues to live and evolve following

technological developments, social changes, and the expressive needs of its users. This phenomenon proves the adaptability and creativity of language speakers in responding to communication challenges in the digital era.

In conclusion, the word “kuy” represents how young Indonesians use language innovation to shape their social identity in the digital era. Although its use is situational and non-intensive, it has a strategic role as a symbol of social cohesion and a communication style that reflects the dynamically evolving popular language culture among Indonesian teenagers. This research ultimately proves that any language change reflects broader social change, and “kuy” is one of the tangible proofs of such evolution.

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